



# Old L.A. News

Issue 2 2017

Publication of the North Figueroa Association

## Shop Small Business Saturday

SMALL BUSINESS | NOV  
SATURDAY | 25

#SHOPSMALL  
WITH US



### WHEN

- Shop Small Saturday date: Saturday, November 25<sup>th</sup>. An estimated 14.3 billion spent at small, independent businesses that day.
- Hours: 12 pm to 6pm

### WHAT:

Fig Jam on Shop Small Saturday sponsored by Council District 1, North Figueroa Business Association and the Highland Park Chamber of Commerce



Shop Small Saturday, the nationwide event started by American Express, is November 25th this year. Here in Highland Park we have decided to not only piggy back onto that event, but to also have the second annual free, family friendly community festival called "Fig Jam." Local businesses - legacy and new - are encouraged to come up with something special for that day - DJs, refreshments, gift certificates, raffles, free gift, % off store items, etc. There will be a marketplace featuring local artisans and food pop ups by incoming restaurants. There will be kids crafts, too!

### WHERE:

Businesses on Figueroa from Future Studio to CVS at North end. Legacy businesses and new businesses are encouraged to participate. Street closed at Avenue 58 (where Tuesday farmer's market is held) for pop up market place, food and stage.

### LEVERAGE SMALL BUSINESS SATURDAY:

Small Business Saturday is now one of the biggest shopping days of the year. Customers specifically focus their attention on the small and local businesses that are such an important part of their communities - and they're ready to spend money. Small Business Saturday is also a fun shopping day for many families, so make sure you're an active part of it. Proudly display Small Business Saturday marketing materials to help customers remember that it's great to "Shop Small" all year long. (You can download them for free at [www.ShopSmall.com/GetReady](http://www.ShopSmall.com/GetReady)).

**Plan in-store events.** On Small Business Saturday and during the entire holiday season, customers are looking for things to do (especially with kids). Plan events in your store or location. These don't have to be big parties, just something interesting or fun. Independent bookstores have been leveraging Small Business Saturday to have in-store author events on the day and independent gyms have sponsored special free classes. Be creative!

**Create bundles.** Solve your customers' gift shopping dilemmas by creating gift bundles (some pre-wrapped are great). Select products by themes: "for him" "for her" "for your pet." Customers spend more when they find gifts conveniently wrapped together. Here's another advantage to bundles: they're not easily available from discounted online retailers, which help you make the sale. Bundles aren't just for retailers. Restaurants can pre-wrap gift cards with a menu or grocers can bundle a gift card with a shelf-stable food item.

**Get social - in person and on social media.** It's a social season, so it's time to socialize, both in person and online. During the holidays, opportunities abound to meet new customers. Attend community, industry, and neighborhood holiday parties and bring lots of business cards. Now's the time to step up your social media activities and get in on the conversation around holiday shopping. Suggest cute or unique gifts or holiday survival tips. If customers have liked you on Facebook, Instagram, Twitter, Pinterest, LinkedIn, make sure you're busy posting throughout the holidays. And be sure to use the hashtags #ShopSmall throughout the season and #SmallBizSat before and on Small Business Saturday to join the conversation on the day.

### SOME MORE IDEAS FOR SHOP SMALL SATURDAY

- Offer discounts such as percentage off items in store
- Buy one get one free (one coffee, one free, for example)
- Offer free refreshments - cookies, candy canes
- Free gift with purchase or free samples of products
- Hold a trunk show for a local artisan
- Offer something special: bring a chair masseuse in for day, offer a quick one nail design or free hand massage with manicure, hold a tasting, a book reading, a mini workshop, or cake. Everyone likes cake.
- Host a musician or a DJ in your shop
- Create bundles: "for him," "for her," "for the dog," "for the cat," etc.

# Shop L.A. Buy Local

## Maintenance

### 2017 Recap

Bag Count (bags removed)	10,056
Approximate weight	231,288
Graffiti Removed (blocks):	1,849
Bulky Items:	1,049

## Security

### 2017 Recap

Patrol Calls for Service	326
Patrol BID Contacts	1291
Dispersals	3173
Graffiti Reported	8
Vehicle Patrol	60%
Foot Patrol	40%

## NFA Goals

- Provide Educational, Cultural, Artistic, Charitable, Social Service and public improvements.
- Increase economic well being for property owners, employees and businesses.
- Provide improvements and activities to assist in economic and commercial revitalization.
- Provide clean, safe and beautification programs to improve economic prosperity for property owners, businesses and the community.
- Bring about investment of public and private capital within the Business Improvement District and surrounding area for public benefit and charitable purposes.

## Annual Budget 2017

Public Right of Way	\$235,044	(65%)
Corporate Identity & Organization	\$126,562	(35%)
<b>Total Annual Budget</b>	<b>\$361,606</b>	<b>(100%)</b>

## Mission Statement

North Figueroa Association is the management organization for the Highland Park Business Improvement District and is an advocate for the North Figueroa Property owners by empowering and aiding in the stimulation of growth, development, revitalization and maintaining the historic value of the North Figueroa Corridor.

The North Figueroa Assoc. will support an environment in which stakeholders can conduct commerce, live and play.

## Old L.A. Certified Farmer's Market



**Ave. 57 & Marmion Way**  
**Every Tuesday**  
**3 - 8 pm**

### 2017 Calendar

January 17- Board of Directors Mtg  
 February 21- Board of Directors Mtg  
 March 21- Board of Directors Mtg  
 April 18- Board of Directors Mtg  
 May 16- Board of Directors Mtg  
 June 20- Board of Directors Mtg  
 September 19- Board of Directors Mtg  
 October 17- Board of Directors Mtg  
 November 21- Annual Meeting

## How You Can Help

You can help keep the district clean, safe and pedestrian friendly by:

- Making sure your businesses do not place their trash in the sidewalk receptacles. These receptacles are for pedestrians only.
- Keep windows & awnings clean
- Take down any old, torn or faded signs or banners. Any banner hanging for three months or longer should be taken down.
- Sweep your store front. While the crews sweep the streets, they do not sweep private property
- Post store hours in windows.
- Call GSSI with any security concern. The number is: 800-350-1944. Make police reports to LAPD, as well. This keeps statistics up & the foot beat in Highland Park.

## North Figueroa Assoc. Board of Directors

Tom Wilson, President  
Property Owner

Stuart Rapeport, Vice President  
Property Owner

James Bygrave, Treasurer  
represents Mei Chung prop owner

Amy Inouye, Secretary  
Future Studio

Joy Gibson, Bylaws Chair  
represents Bob Taylor Prop Owner

John Harb, Security Chair  
Property Owner

Tom Majich- Marketing Chair  
Property Owner

Alex Rudisky  
Property Owner

Gustavo Alza  
Property Owner

Richard Calderon  
Property Owner

Irene Holguin  
Arroyo Vista Family Health

Dennis Hernandez  
Property Owner

Dalton Gerlach  
Property Owner

Cyrus Etemad  
Property Owner

Gina Alza  
Property Owner

Misty Iwatsu, Executive Director

Contact the North Figueroa Assn phone 323-255-5030, fax 323-257-1036 or website: oldla.org.



North Figueroa Assoc.  
5651 Fallston St  
Los Angeles, CA 90042